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DESCRIPTIVE CATALOGUE
of our
WANNAMAKER'S
CLEVELAND BIG BOLL COTTON SEED

LATEST IMPROVED SEED RECLEANED AND DELINTED
DIRECT FROM THE ORIGINATORS AND BREEDERS

Spring



1921

ADDRESS THE ORIGINATORS AND BREEDERS:

MODEL SEED FARM

SAINT MATTHEWS, SOUTH CAROLINA

W. W. WANNAMAKER & SONS, Proprietors

The Model Seed Farm

Owned and Operated by W. W. Wannamaker & Sons. Farm Operated Since 1876.
Seed Farm Organized 1907.

THE MODEL SEED FARM is located two and one-half miles east of St. Matthews, S. C., and on the highest elevation between Charleston and Columbia, S. C. The soil is a sandy loam, with a stiff red clay six inches to two feet below surface. It is the middle class of soils on which cotton grows to perfection.

From Clemson College:

"News Letter No. 256
Release upon receipt

A. B. Bryan, Agricultural Editor.

"Cooperative Extension Work
Clemson Agricultural College, and
U. S. Department of Agriculture,
W. W. Long, Director.

"CLEMSON HONORS TWO AGRICULTURISTS.

"Clemson College, June 9, 1920.—At the Commencement exercises on Tuesday, June 8, the Board of Trustees of Clemson College awarded certificates of merit to Mr. Bob S. Hodges, of Hodges, S. C., and Mr. W. W. Wannamaker, Jr., of St. Matthews. Mr. Hodges has been a most successful demonstrator of the value of cover crops, especially crimson clover, in soil building, and has been a great practical benefactor in this respect.

"Mr. W. W. Wannamaker, Jr., who is an alumnus of Clemson College, and who has devoted himself since graduation in 1907 to scientific plant breeding, has also rendered agriculture a great

service in the development of improved strains of field crop seeds. This is particularly true of his work in cotton breeding, the 'WANNAMAKER-CLEVELAND BIG BOLL' cotton developed by him having proved one of the best varieties for average South Carolina conditions.

"This practice of the Clemson Board of Trustees in honoring outstanding practical and scientific agriculturists was begun several years ago, and each year since the practice was begun two prominent farmers have been so honored with certificates of merit."

From a Farmer in the Boll-Weevil Section of Georgia:

"Waynesboro, Ga., February 5, 1920.

"Model Seed Farm, Saint Matthews, S. C.

"Gentlemen: Please find enclosed my check for \$600.00 for 150 bushels of your latest improved Pedigreed Strain Cleveland Big Boll seed. You will note from your records that I have been buying seeds every year for several years past from you.

"Your seed have always given me wonderful results. In 1918 I picked 186 bales off of 83 acres planted with your seed. This year under boll-weevil and excessive rain conditions I picked 194 bales off of 113 acres. You can refer to me any one that would like to know about your seed and I will take great pleasure in telling them just how great I think your seed are.

"Wishing you much success in your great work, I am,

"Yours very truly,

"E. H. BLOUNT."

THE MODEL SEED FARM
W. W. Wannamaker & Sons, Props., St. Matthews, S. C.

Latest Improved Seed, Recleaned and Delinted

Direct from the Originators and Breeders

Latest Improved Seed, Selected from Best All-round Individual
Plants, by Our Experienced Breeder and
Originator of this Cotton

REMEMBER, our WANNAMAKER cotton is improved each year in point of earliness, productivity, and type of plant by our experienced plant breeder, who has specialized for twelve years on this one best variety of short staple cotton and who knows what cotton plants will best serve the interests of the cotton farmer. To hasten the improvement and increase of seed, both individual and mass selections of cotton plants are made. No selection or selections are allowed to pass unless they have repeatedly proved their worth in carefully conducted tests with old strains and with themselves. It is our continual aim to produce the earliest and most productive, compact, closely-fruited cotton plants that will take up less room in the row and let in more sunshine to destroy the boll-weevil. Our latest improved seed will come nearer doing this than any other variety of cotton or advertised strain of our cotton we know of. Practically all Cleveland Big Boll cotton seed now being advertised and sold are "WANNAMAKER'S" secured from us one or several years ago.

REMEMBER, Our Latest Improved Seed can only be obtained direct from us, the ORIGINATORS AND BREEDERS, as we offer no seed from our Breeding Patches to the public until the following year. We need them all for our increase fields, and prefer first

increasing them ourselves and then offering them to our customers the following year at reasonable prices, and not fancy small lot prices. REMEMBER, Our "WANNAMAKER" cotton is a distinct type; each plant a model, with less weed growth, more and earlier fruit, and three to six per cent. more lint than other strains of the Cleveland variety. It will make more lint cotton every year and in a shorter time than any other cotton in existence. It is the best cotton for boll-weevil or no boll-weevil. We would have been completely justified in calling it by our own name when first originated by us in 1908, but have decided to retain in part the old name. It stands for definite improvements over and a distinct difference from the old variety. After thirteen years of patient and persistent plant-to-row breeding, we place before the public a still better cotton and a distinct pedigreed strain of cotton entirely different from any other variety in existence, truer to type than any other short staple cotton in the South today—a cotton so true to type that it would be impossible to imitate it by a new name without detection. We have been experimenting with and breeding other varieties and strains of cotton, but we have not yet discovered any cotton that would "all round" come up to our "WANNAMAKER'S PEDIGREED CLEVELAND BIG BOLL" Cotton.



Photograph showing the product of our 1920 Breeding Patch, and our Manager, Plant Breeder, and Secretary.

Note uniformity of type and fruiting qualities of cotton.

THE MODEL SEED FARM
W. W. Wannamaker & Sons, Props., St. Matthews, S. C.

Entire Stock of Seed Recleaned and Delinted at Greater Expense on Our New 1920
Private Ginnery, but Sold at Reasonable Prices

We have gone to a great deal of extra expense this year in putting up a complete new private ginnery with delinters, which cost us, with new seed house, Twenty-One Thousand Dollars. This ginnery is equipped with hullers and first the seed are thoroughly cleaned of burrs, trash, sand, and defective, rotten cotton locks. The seed then pass into the delinters, which remove all the surplus lint from them without injuring the seed. There is nothing but clean, bare seed that go into the sacks. These seed are not only free from all dirt and trash, but of all lint, and will sow or drop much more regularly in any cotton planter, thus securing a much better and more uniform stand of cotton plants; a very important matter, as all farmers know. Not only this, but the seed, by being bare of lint, come in closer contact with and absorb moisture from the soil more quickly than undelinted seed, and, therefore, come up to a regular stand much more quickly than undelinted seed. Note the following from the Mississippi Agricultural Experiment Station, which has had much experience with the boll-weevil:

"1. Plant plenty of seed. It is false economy to use less than enough for a good stand. Under boll-weevil conditions it is highly important that a good stand be secured as early as possible; not less than a bushel to the acre should ordinarily be planted.

"2. When possible plant *delinted* seed. They can be planted more uniformly; and much better stands are secured. Delinted seed absorb moisture more quickly and consequently germinate more quickly than ordinary seed. In recent tests at the Delta Station, delinted seed surpassed undelinted seed in per cent of germination, and produced a stand in only half the time required by the undelinted seed.

"3. Plant only the earliest and most productive variety of cotton adapted to your locality. At the Delta Station during the past season the highest yielding variety surpassed the lowest yielding by more than \$50.00 per acre. Fifty dollars an acre is a

good deal. Every planter should, therefore, look well to the variety of cotton he plants."

Note the following in reference to Delinting cotton seed from The United States Department of Agriculture, Bureau of Markets:

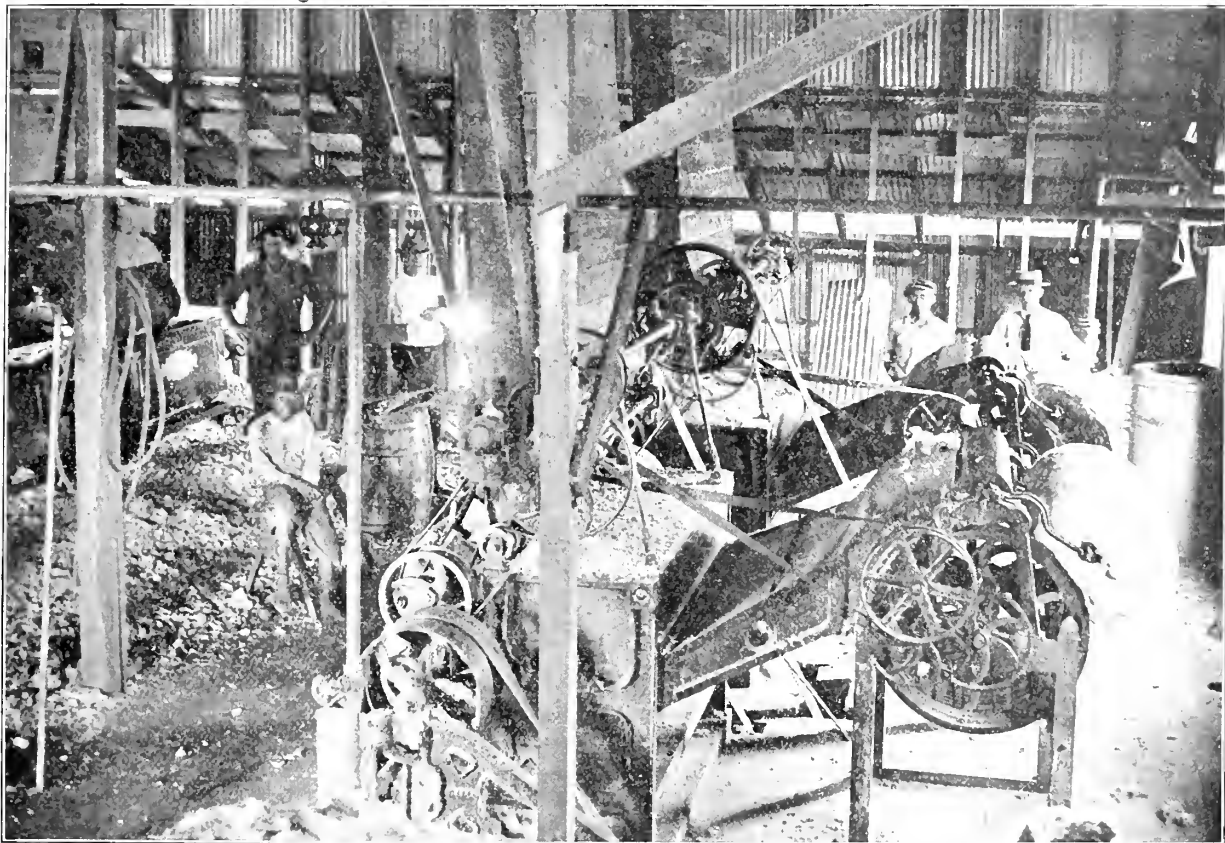
"The practice of delinting cotton seed for planting purposes is being followed in very few instances, although it has been advocated by some of the State Agricultural Experiment Stations in the South. Wherever it has been tried, however, it has proved a practical success from the standpoint of both dealers and farmers. It is self-evident that any process which removes the surplus lint without injuring the germ is of prime importance in improving the quality of cotton seed for planting purposes. The seed is more easily and thoroughly culled and recleaned, thus increasing the purity and germination; planting machines will distribute a smaller quantity per acre more uniformly, resulting in a considerable saving in the cost of the seed; and the soil moisture comes in closer contact with the seeds, causing them to germinate more quickly and to produce a better stand.

"The same kind of machine is used as for delinting cotton seed for oil manufacture. The machine is regulated so that it will remove as much of the linters as possible without injuring the seed germ by crushing. The initial cost of the machine and the expenses incident to its operation are prohibitive to the small dealer or grower. However, if delinters were installed in custom gins, farmers might have the cotton seed which they had selected to be used or sold for planting purposes delinted during the ginning process at very little additional cost. Over 30,000,000 pounds of linters, valued at \$1,200,000, which at the present time is wasted, would be saved."

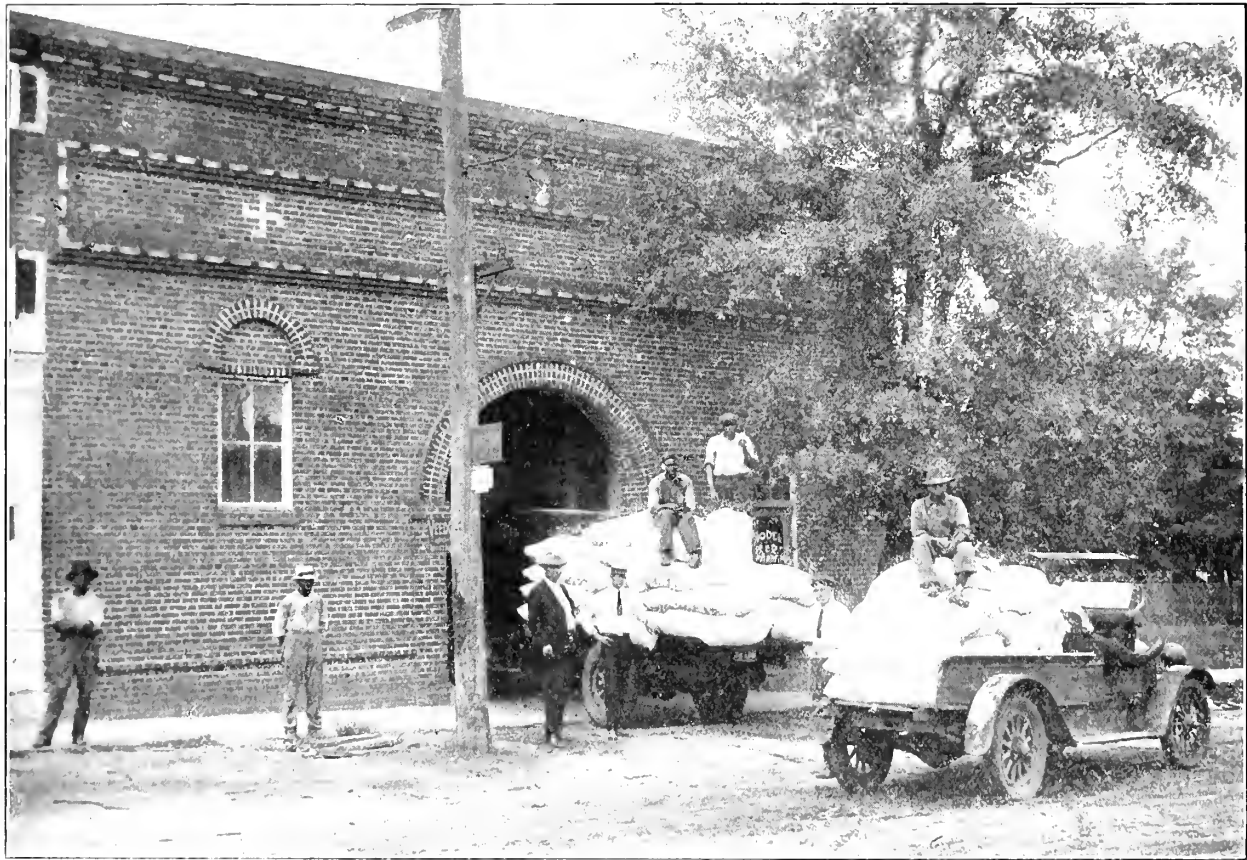
Putting the seed in the above condition cost more, with linters practically worthless at this time, but we are trying each year to best serve the interests of our customers.



Photograph showing our new private ginnyery, which with seed house and delinters cost us twenty-one thousand dollars.



Photograph of inside of ginnery (left) burrs, trash, sand, and defective, rotten cotton locks being removed from seed by improved huller gin s; and (right) delinters removing all surplus lint from seed.



Photograph showing our large seed warehouse and our product sacked in our sacks bearing our registered trade-mark and ready to be shipped to you.

THE MODEL SEED FARM

W. W. Wannamaker & Sons, Props., St. Matthews, S. C.

Advice from State Agricultural Colleges and Experiment Stations

From Mississippi in the heart of the boll weevil section and the home of the old Cleveland variety of cotton:

"Wannamaker-Cleveland Cotton.—Please tell me what variety of cotton your experiments show to be one of the best for Mississippi conditions; or what kind would you plant on fresh post oak land that grew a crop of peas last year? Can I expect a crop of cotton?

"Answer: One of the best varieties of cotton that we have tested at this station is 'Wannamaker-Cleveland.' This is a short staple cotton, but is very prolific, early and makes a splendid turn-out at the gin. The seed is produced in South Carolina and should be secured from the originator there.

"Cotton For Boll Weevil Conditions.—If you have any experience with the various varieties of cotton which do best under boll-weevil conditions, as an average, please inform me.

"Answer: We have tested a large number of varieties of cotton under boll-weevil conditions and we think 'Wannamaker-Cleveland' is one of the best varieties that we have tested. This is a large boll, early variety, and is very prolific.

"Information Service, Co-operative Extension Work. For Immediate Use. Miss. A. & M. College, U. S. Dept. of Agriculture. E. R. Lloyd, Director."

From Georgia:

"The Cleveland is the best all-around bill boll variety that has been developed for Georgia conditions, and the Wannamaker

strain is the earliest of which we have any knowledge.

"In regard to the use of seed that has been grown in Northern latitudes, it is our opinion that the locality in which seed has been produced has nothing to do with the germination or earliness of the same. The origin of this belief among farmers is due, I feel sure, to the fact that only early maturing varieties are grown in Northern latitudes, on account of the short seasons, and, therefore, such seed will be early wherever grown thereafter.

"Wannamaker-Cleveland seed may be purchased from the originators, W. W. Wannamaker & Sons, Model Seed Farm, St. Matthews, S. C.

"Very truly yours,

"C. A. McLENDON, Expert in Cotton Breeding."

After a fight of one year under boll-weevil conditions in many counties of the State of Georgia, Mr. Worsham, boll-weevil expert, gives the following advice to South Carolina:

"We do not advise any one to quit cotton. This is one crop for which a market is always assured. Reduce your acreage in cotton and plant the very best seed that you can obtain. Put in varieties well adapted to your section, varieties that are pedigreed, seed that came from a single stalk and has been carefully selected for a period of years. It is just as important for you to have pedigreed cotton seed as it for you to have pedigreed horses, cattle, hogs, chickens, or dogs. In addition to this grow all of the meat and all of the food crops you need for your farms. Move your smokehouse and corn crib from the Middle West to South Carolina."

THE MODEL SEED FARM

W. W. Wannamaker & Sons, Props., St. Matthews, S. C.

From South Carolina:

"NAMES BEST VARIETIES.

"Boll Weevil Resistant Cotton Is Tested.

"To help lessen the damage from the boll-weevil, now advancing so rapidly in South Carolina, the Extension Service of Clemson College has tested during the last three years about twenty of the best varieties of cotton with reference to early fruiting and early maturing. The experiments were conducted in Edgefield, Aiken, Barnwell, Hampton, Beaufort, and Charleston counties to determine the varieties best suited to beat the boll-weevil.

"From the results so far obtained and from observation as to fruiting and growth, says E. E. Hall, expert in cotton breeding, the short staple varieties to be recommended for South Carolina conditions are Cleveland, Cook, Dixie Triumph and Dixie.

"On land free from wilt Cleveland Big Boll has given the best average results, and this is considered one of the best varieties for South Carolina, if land is entirely free of wilt.

"Cook ranks among the highest yielding varieties of the State, but is not as generally grown, because anthracnose or boll rot is worse in this variety than in any other."

NOTE: You will notice in above that Clemson College and the South Carolina Experiment Station do not mention "Wannamaker" (originator of the cotton) as do the Mississippi and Georgia Experiment Stations, in referring to our cotton. However, whatsoever the reason, the cotton referred to is "Wannamaker's" and has been for some time in point of definite improvements over and above the old variety, entitled to at least the name "Wannamaker" attached to it. Just remember, when you see a variety of cotton mentioned or advertised as Cleveland, that it is "Wannamaker's" or seed bought from Wannamaker one or more years ago.

From North Carolina:

"Model Seed Farm, Saint Matthews, S. C.

"Dear Sirs: Your Cleveland was tested with Cleveland from six other sources and we find it the most uniform variety of the group. We consider your variety of Cleveland the best strain of Cleveland which has been a part of our test for the past three years and are recommending it to growers in the eastern part of the State. We feel that you should be pleased with the showing that your variety has made, not only in North Carolina, but in all of the Southern States. We are sure, however, that it is due to your careful selection and handling of seed. We only wish that you were doing this work in North Carolina.

"R. Y. WINTERS,

"Plant Breeder and Agronomist, North Carolina Experiment Stations, west Raleigh, N. C." (From letters of 1916 and 1918.)

From The Southern Cultivator:

"A VISIT TO THE MODEL SEED FARM.

"While at St. Matthews we rode out with Mr. T. M. Wannamaker over the Model Seed Farm. There are but few cotton growers that are not familiar with the Wannamaker strain of Cleveland Big Boll cotton. They have shipped seed into every cotton growing section of the South. Last season alone they shipped 14,000 bushels of seed. Young W. W. Wannamaker is a scientific plant grower, and he has charge of the field work. His younger brother, L. B., attends to the advertising and correspondence. They have a magnificent farm and certainly made cotton last year. They gathered 850 bales from 600 acres. In 1918 on 40 acres from their selected seed they gathered 80 heavy bales. They have a fine crop this year, though they do not expect

THE MODEL SEED FARM

W. W. Wannamaker & Sons, Props., St. Matthews, S. C.

the yield made last year. Their hands are busy putting the second application of guano and soda around their cotton. Calhoun County is filled with good farmers. They go in to make good crops and they attain their ambition. Last year the Moss brothers gathered 265 bales of cotton from 200 acres, and Mr. J. R. Fairey, of Fort Motte, gathered 500 bales from 300 acres. We doubt if this record was ever excelled."

NOTE: The cotton planted by Messrs. Moss and Fairey was "Wannamaker's Cleveland Big Boll" cotton.

From Georgia:

"Experiment Ga., Sept. 27, 1919.

"Mr. W. W. Wannamaker, Jr., St. Matthews, S. C.

"Dear Sir: Mr. L. J. Gaissert, Rover, Ga., wants to get about 25 bushels of your most advanced breeding of your cotton seed. He wants the very best that you will let go. The Station here would like to get about 20 bushels and I would like about 10 bushels myself. Please advise what is the best and most advanced breeding that you will have to offer and price.

"The Cleveland seed on the place here are slightly mixed and I would not sell them for planting.

"I find that your seed have the best kind of reputation throughout this section.

"Very truly yours,

"T. E. KEITT,

"Chemist and Agronomist."

"Model Seed Farm, St. Matthews, S. C.

"Gentlemen: We are glad to know that *The Southern Cultivator* gave you such good results last year. We believe that there will be a bigger demand for Cleveland Cotton seed this year than any other, and it is the opinion of the writer that you have about the best seed of any of the growers offering them for sale.

"Yours truly,

"THE CULTIVATOR PUB. CO.,

"T. P. Hunnicut, Mgr.

"Atlanta, Ga., Jan. 25, 1916."

"Mr. W. L. Watkins, Aberdeen, Miss.

"Dear Sir: Your letter of March 13th received and carefully noted. The best, most prolific, early maturing big boll variety of cotton is Cleveland's. You can get the very seed you want from the Model Seed Farm. The Model Seed Farm is an absolutely reliable concern and they have bred this seed up to the very highest standard.

"Yours truly,

"THE CULTIVATOR PUB. CO.,

"Manager."

"March 16, 1915." °

THE MODEL SEED FARM

W. W. Wannamaker & Sons, Props., St. Matthews, S. C.

From Alabama:

"Mr. N. L. Parker, R. No. 1, Lineville, Ala.

"Dear Sir: I can fully appreciate your situation in regard to the changing of varieties of cotton. Many of those who thought they knew what was best to do when the boll-weevil came to Alabama have changed their minds to some degree in regard to the variety of cotton best suited to each section.

"We have found that the medium early varieties are more productive under boll-weevil conditions than the extremely early varieties. I believe that you will get good results from planting some early strain of Cleveland, like that sold by Mr. W. W. Wannamaker & Sons, St. Matthews, S. C. This strain of cotton has good fiber, is medium early and productive. Many of the Mississippi farmers are planting it, and I have not heard any criticism raised either by the farmers or by the buyers.

"Some strains of Cook are meeting general demands for lint and yield. The Experiment Station has separated from its breeding work two or three good strains. Some sections of the country are

growing Lone Star. This variety is giving general satisfaction in Texas and Oklahoma. It has very good fiber and has large bolls.

"Some buyers are condemning the early varieties of cotton because the fiber is short. If a buyer will be willing to pay a premium for inch or one and an eighth inch fiber, the farmers can afford to grow such varieties as will give them the largest number of dollars per acre.

"Yours very truly,

"E. F. CAUTHEN,

"Asso. Agriculturalist of the Alabama Experiment Station,
Auburn, Alabama."

"Messrs. W. W. Wannamaker & Sons, Saint Matthews, S. C.

"Gentlemen: I congratulate you on your seed catalogue, and I feel that every man interested in Southern agriculture will join me in applauding you in selling your seed under the name of the standard variety rather than bestowing new and misleading names.

"J. F. DUGGAR,

"Director Alabama Experiment Station, Auburn, Alabama, 1911."

THE MODEL SEED FARM
W. W. Wannamaker & Sons, Props., St. Matthews, S. C.

TESTIMONIALS

A few of the hundreds of letters of praise of our Wannamaker's Pedigreed Cleveland Big Boll Cotton received from some of the most practical, successful, and experienced farmers of the cotton belt. Most of these are of recent date and written voluntarily by the farmers:

EDGEWOOD FARM
L. O. Moseley, Prop.

R. F. D. No. 2, Kinston, N. C., Nov. 4, 1919.

Model Seed Farm, St. Matthews, S. C.

Dear Sirs: Please quote me prices on Wannamaker's Pedigreed Big Boll Cleveland Seed and send me your catalogue as soon as it is out.

I have been getting seed from you now for the past five years and have about convinced the people around here that they are the best seed to plant. I want ten bushels for next year, and if you have some from a higher yielding field let me know as I want to get as good results as is possible. My highest yield this season was six bales on four acres. Last year I made a little over two and one-half bales on acre.

Awaiting your reply, I am,

Yours very truly,

L. O. MOSELEY.

St. Matthews, S. C., Nov. 19, 1918.

Mr. W. W. Wannamaker, Jr., St. Matthews, S. C.

Dear Sir: I planted fifty acres of your Pedigreed Cleveland Big Boll Cotton this year. I have picked 96,910 pounds of seed cotton to this date, and I estimate at least twenty-five 500-pound bales yet to pick. With sufficient labor could have had it all picked in October. Pickers can pick one-third more than of the small boll varieties. I believe it to be "The Cotton" for Boll Weevil conditions.

Yours very truly,

J. M. M.

Stilesboro, Ga., Nov. 28, 1919.

W. W. Wannamaker & Sons, St. Matthews, S. C.

Gentlemen: Enclosed you will find check for \$9.00 for which please ship me two bushels of your best Cleveland Big Boll cotton seed.

I planted one acre with the bushel I got from you last year, and got 4,000 pounds seed cotton and ginned about 1,600 pounds lint.

A. F. JACKSON.

Birmingham, Ala., Nov. 5, 1919.

W. W. Wannamaker & Sons, St. Matthews, S. C.

Dear Sirs: I have just returned from a trip in the Tennessee Valley of Alabama, where we have tried out your cotton seed in considerable quantities, and have been well pleased with the results of the seed that I have seen. I have taken this matter up again with several of my county agents and have impressed upon them the importance of buying good seed. You will remember that we bought, or rather had our demonstrators to buy, several tons of seed in the Tennessee Valley last year, and in fact in Madison County we bought in car lots. I think we shall be able to buy seed in larger quantities this year than we bought them last year from you, and I am sure that we shall want you to supply most of the well bred cotton seed that we order.

I want seed enough of your cotton to plant all my crop and will greatly appreciate the favor if you can sell me 300 bushels at \$2.50 per bushel in sacks at your station. I am expecting the following county agents to order seed from you in large quantities and shall probably buy a total of two cars each in their respective counties, and shall be glad if you will send to them literature describing your cotton.

. . . Other agents probably will order from you in large quantities also, but I am expecting these agents to buy more than one carload each.

THE MODEL SEED FARM

W. W. Wannamaker & Sons, Props., St. Matthews, S. C.

I shall insist on these men buying your seed for their farmers whether you make me a concession in price or not, because I believe your seed to be the best for our farmers in their counties, but shall greatly appreciate the favor if you can sell me seed at price I suggested above.

Yours very truly,

C. M. MAULDIN,
Dist.-Agent

The Model Seed Farm, St. Matthews, S. C.

Gentlemen: I would indeed be ungrateful if I should fail this year to write you of my deep appreciation of what you have done for me.

You will remember last Spring a year ago I bought one hundred and fifty bushels of your "Wannamaker's Pedigreed Cleveland Big Boll Cotton Seed" from you. Last year I was so well pleased with your seed that I cut out everything else, and this year I planted my entire cotton crop, nearly one thousand acres, to your seed, and my success has been, I will say, phenomenal. I sincerely believe that I have the best average crop in this county, and I am sure everybody here in a position to know will bear me out in my statement.

My manager and myself attribute this more than anything else to your seed.

The storm hit us on July 3rd, and it rained for twenty-one days, then the boll weevil began his ravages and hasn't let up yet. But our crop had put on a half crop when the rain began, thanks to your seed.

The turn-out in lint is highly satisfactory, running from thirty-six to thirty-eight per cent.

The one hundred and fifty dollars, I think it was I sent you, was the best money I ever spent.

I will be only too glad at any time to recommend your seed to any one.

When I first looked at your seed the purity and uniformity impressed me. And that intelligence far above the average was used in breeding these seed I am sure. I will be pleased to hear from you and to learn what you will have to offer for another year.

With best wishes, I am,

Yours sincerely,

W. L. W.

Aberdeen, Miss., Sept. 15, 1916.

Shreveport, La., Dec. 2, 1920.

Model Seed Farm, St. Matthews, S. C.

Dear Sir: Your valued favor of the 27th. I will only want the fifty bushels of fresh seed this year. That is so far as my personal requirements go. But I am going to try and make up a carload of fifty-bushel lots among my friends. On account of the pink boll worm quarantine around here—the Hicks-Wilson Seed Co. will have to go out of business—but I believe there are a number of my friends who **ought** to get at least fifty bushels of your seed.

Now let me give you a few facts about the introduction of your seed into this NORTHWEST LA. Territory.

In 1917 we got hold of some so-called Wannamaker-Cleveland from Memphis. They were not pure—but I liked some things about them. In 1918, after the armistice was signed, Mr. M. L. Wilson, who had been our Parish Demonstration Agent in this Caddo Parish, was at Camp Jackson. I had become interested in your seed and sent him twice to see you. I bought enough to plant some fifty acres in 1919, and made three-fourths bale per acre. We had a very bad season for saving seed in 1919 here, so I save only some five or six tons of these seed fit to plant. I concluded to get enough fresh seed from you to plant one of my plantations throughout. As a result I had 933 measured acres in cotton on my Lower Huron plantations and made 800 bales without the use of fertilizer. Many cuts went as high as 600 pounds of lint

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W. W. Wannamaker & Sons, Props., St. Matthews, S. C.

cotton to the acre, and if it had not been for 200 acres of very new ground I would have made nearly a bale to the acre. The best that my neighbors did on any large scale was about five-eighths of a bale of lint to the acre. I sold all of my seed that were fit to plant at just double the market price of seed and would have gotten more if I had asked it, but on account of bad conditions did not feel like doing it. We had a rather wet season and made in this parish about 85 per cent. our normal yield since weevil came.

Prof. W. R. Dodson, who was for a number of years Dean of our so-called Agricultural College, and Mr. J. C. Pridmore, of the Southern Fertilizer Association (a Clemson graduate), both saw my field of cotton and said it was the best cotton they ever saw grown outside of Carolina.

I am sending you this information, as I think you are entitled to it. I have 3,550 acres Red River land in cultivation, and will plant Wannamaker Clevealand cotton exclusively on it next year.

Please quote me on the carload and tell me what is a minimum carload. Also quote me on ten bushels of your Marlboro Corn.

Yours very truly,

CLARENCE ELLERBE.

Memphis, Tenn., Nov. 27, 1919.

W. W. Wannamaker & Sons.

Sirs: I write you again in regard to the Wannamaker **Big Boll Short** cotton.

I bought seed from you two years ago and made a good record crop. I want a few seed of exactly the same cotton, large boll, early to open and heavy yielding.

If you have the same seed, send me prices per bushel. I could use my own seed, but with hired help and careless gin methods I won't risk it for I want to be sure of pure seed.

You may also send me price on the two-ear corn this year.

I am, respectfully yours,

H. L. PALMER,

Rt. No. 6, Box 475, Memphis, Tenn.

Lumberton, N. C., Feb. 9, 1920.

Messrs. W. W. Wannamaker & Son., St. Matthews, S. C.

Dear Sirs: I am enclosing you my check for nine and fifty (\$9.50) for which please send me two (2) bushels of your very best pedigree cotton seed and 50c worth of your best two-ear seed corn. Please ship at once, and be sure you are sending me your very best as I have been planting your cotton for several years and there's none as good.

Respectfully,

J. M. WILLIAMSON.

St. Matthews, S. C., Nov. 15, 1918.

The Model Seed Farm, St. Matthews, S. C.

Dear Sirs: I take pleasure in advising you of the excellent qualities of your Pedigreed Cleveland Big Boll Cotton, and your Pedigreed Two-Eared Corn.

Have planted both your cotton and corn for past several years with splendid results. Have gathered this season twenty-six hundred (2,600) pounds of seed cotton per acre on a part of my farm, and averaged two thousand (2,000) pounds on a fifty-acre field, and 1,600 on a one hundred-acre field, this being produced without excessive fertilization.

Your cotton is remarkable for its uniformity of plant, which is indicative of its purity and large bolls and ease of picking. Have had it to yield as high as forty (40) per cent. lint this season. Planted no other variety this season, except a few acres of a wilt-resisting variety, and am thoroughly satisfied with its all-around good qualities.

Have also planted your two-eared corn with excellent results. It is clearly a two-eared variety that produces two large uniform ears of a hard weevil resisting quality. It is of a sturdy, drought resisting nature.

Yours truly,

W. S.

THE MODEL SEED FARM

W. W. Wannamaker & Sons, Props., St. Matthews, S. C.

Hoschton, Ga., Jan. 16, 1920.

W. W. Wannamaker & Son, St. Matthews, S. C.

Gentlemen: Check inclosed for \$110.00. Please send us 25 bushels your best cotton seed.

Yours truly,

L. C. ALLEN.

P. S. We have been planting your seed several years. We tell all inquirers unhesitatingly that you have the very best cotton in the world. That is strong, but we believe it. Our seed stood second at the Georgia Experiment Station last year (1919).

Yours truly,

L. C. ALLEN.

Note that seed in above test were obtained from us. By some mistake our Latest Improved Seed that were sent for the 1919 test were not included in the test.

Demopolis, Ala., January 24, 1920.

Model Seed Farm, Saint Matthews, S. C.

Gentlemen: For the past two years we have been planting Wannamaker-Cleveland Cotton Seed with very good results, and we have interested our neighbors in these seed and are selling them freely. If the sale continues in the future like it has in the past we will soon be out of Wannamaker seed and will be in the market for 100 to 500 bushels. Please give us your best prices on these seed delivered here and let us have some of your literature stating the quality of these seed. We are planting exclusively the Wannamaker cotton seed on our plantations and we gin them on a gin that we built especially to gin Wannamaker cotton and no other.

Thanking you for the above information, we are,

Yours very truly,

JOHN C. WEBB & SONS,
Jno. C. Webb, Jr.

Value, Miss., Oct. 17, 1918.

Model Seed Farm, St. Matthews, S. C.

Dear Sirs: In answer to your letter, Wannamaker Cotton seed was planted about 15th of April and due to hard packing rains, replanted from 10th to 15th of May and not having enough seed to replant had to purchase locally other seed, Simpkins, King, and Trice. Nothing proved the equal of Wannamaker in the field or at the gin. Most of cotton was mixed in carrying to gin, except two bales of Wannamaker saved for seed, which ginned out over 40 per cent. of lint, while the others averaged around 35 per cent. and 36 per cent. Yield in the field was just twice the others, with uniform stalks. Old negro women said it was the easiest cotton to pick they had ever seen. Ginner said it was the best two bales put through the gin this year. Hope you will get orders locally.

Be sure and send me your catalogue.

Yours truly,

G. R. W.

Collinston, La., Oct. 15, 1918.

Model Seed Farm, St. Matthews, S. C.

Gentlemen: In reply to your favor as to how I liked the Wannamaker Pedigreed Cleveland Big Boll Cotton Seed I bought from you the past season, it is my opinion there is no better variety of cotton on the market than yours. I have been buying seed from you for the past five years and I notice improvement in each year's production. I am getting as high as 1,250 pounds of seed cotton per acre this year, 1,400 pounds of seed cotton is turning out a bale of 500 pounds and better. My crop was made under the worst drouth conditions that this country has experienced in years. This cotton is as early as the small varieties, is easy to pick and is practically free of disease. I plant no other variety of cotton; in fact, I have planted no other variety for the past five years.

I am also greatly pleased with the results of your Two-Ear Marlboro seed corn. This season has been very much against a corn crop.

Wishing you continued success in your work,

Yours very truly,

W. B. S.

THE MODEL SEED FARM

W. W. Wannamaker & Sons, Props., St. Matthews, S. C.

Monroe, N. C., Nov. 12, 1919.

Model Seed Farm, St. Matthews, S. C.

Dear Sir: Please quote me prices on Wannamaker's Cleveland Cotton Seed. I will probably want 100 to 500 bushels. We are well pleased with your cotton in this county and we want some of your very best seed.

I suppose there will be no danger of getting seed from you this season. I know the boll-weevil is getting near you.

Yours very truly,

T. J. McBROOM,
County Agent.

The Model Seed Farm, St. Matthews, S. C.

Dear Sirs: We have always been very much pleased with your cottons and always call attention to them and their value when visitors are shown around. We have found them to be very uniform and true to type, which indicates the good work you are doing and we wish to congratulate you on your products.

Your corn has also done well, standing second in our test of 36 varieties, with a yield of 42 bushels per acre.

We have not finished with the cotton variety test results, but when we have all the percentages and prices figured, we will report to you again, if you will remind us.

Yours very truly,

PEDIGREEP SEED CO.,
By S. Pressly Coker,

Hartsville, S. C., Jan. 17, 1916.

Marietta, Ga., Oct. 21, 1919.

W. W. Wannamaker & Sons, Model Seed Farm, St. Matthews, S. C.

Gentlemen: I am trying to get in communication with the Wannamaker who breeds the Cleveland cotton. If this reaches the proper party please make me your lowest price on seed in less than ten-bushel lots for immediate delivery.

I know that there are others there by the name who do not breed the cotton. I think I have noticed others by the name advertising this cotton and I am not sure of the right party.

Yours very truly,

C. W. FOWLER.

Gentlemen: As far as a testimonial in regard to your cotton seed is concerned, I've been using your Wannamaker-Cleveland Cotton Seed three years, having made my first order in 1916, and it is without doubt the best all-around cotton I have ever planted. It has proved to be just as early in maturing as the small boll, prolific kind, and is a splendid yielder. Its storm resistant quality is a great asset, too, for I've seen in adjoining fields of other cotton, after a right hard wind or rain, a great deal of cotton on the ground, while in fields planted in Wannamaker-Cleveland there would hardly be a lock blown or beaten out.

The fact that I sold all surplus seed to parties who had seen it grow, and knew what it would do, speaks well for the cotton.

Respectfully,

C. K. S.

McLeod, Miss.

New Hope, Ala., Feb. 16, 1920.

W. W. Wannamaker & Sons.

Dear Sirs: I wish you would send me four bushels of your best selected Cleveland Big Boll Wannamaker. I bought some seed from you last year and planted five acres. The five acres made 4,142 pounds of lint, over eight bales. I want to plant that same piece of land and try to make two bales per acre, ten bales on five acres.

I give a great deal of my large yield to your seed and some to the work and fertilizer.

Yours sincerely,

C. O. MANN.

THE MODEL SEED FARM

W. W. Wannamaker & Sons, Props., St. Matthews, S. C.

Model Seed Farm, Saint Matthews, S. C.

Dear Mr. Wannamaker: I am going to conduct a small variety test of short staple cotton this year and would not feel that we had tried the best varieties without Wannamaker's Cleveland. Will you please ship to Mr. M. L. Wilson, Demonstration Agent, Shreveport, La., one peck of your best seed?

You remember I bought a good many seed from you in 1914 at Clarksdale, Miss., and made a remarkable crop, having produced a bale and a half on nearly every acre I had. The yield attracted a great deal of attention, and I sold a good many seed in that section although that is a long staple country. I got more money than the long staple people, in spite of the premium received for the latter. I have recommended your seed to a great many Louisianians and think you may get some orders from this State if you have not already received them.

Trusting that you will be able to furnish these seed, I am, with best wishes and personal regards,

Very truly yours,

W. R. PERKINS,

Forage Crop Agent, United States Department of Agriculture,
in co-operation with Louisiana State University, Baton Rouge, La.

Santuc, Union Co., S. C., March 11.

Messrs. Model Seed Farm.

Gentlemen: I am enclosing check for thirteen 50-100 dollars (\$13.50); please ship me three bushels of your W. B. B. Cotton Seed.

I have been buying a few bushels of your seed every year for five years. It is an excellent cotton.

Very truly,

M. RUSSELL JETER.

Newborn, Ga., Jan. 26, 1920.

The Model Seed Farm, St. Matthews, S. C.

Gentlemen: Last March, 1919, the writer from Birmingham, Ala., sent to you an order for one bushel of your big boll cotton

seed to be sent to Mr. Green M. Mitchell, Newborn, Ga. These seed were shipped to Mr. Mitchell and the writer wishes to tell you what Mr. Mitchell accomplished with this one bushel of seed. He planted these on two (2) acres of good hillside, new ground. (The land was not in the best of condition, having broken up "cloddy.") A fair stand came up. A good season followed, there not being much rain in May and June in this territory. The plant was well worked and properly fertilized. The harvest from the two (2) acres was four (4) bales for a total of 1,921 pounds of lint cotton. One of the first bales was nicely packed and covered with white cotton ducking, taken to Newton County Fair at Covington, Ga. Three prizes on this cotton were taken as follows: First prize on Display; second prize on Best Stalk; third prize on Best Bale. Three (3) of these bales sold for 45 cents per pound in November, the fourth at 37 cents. Counting the sale of the cotton and the seed valued at \$3.50 per bushel the actual proceeds from this one bushel of seed on the two acres of land amounted to the grand total of \$1,117.55.

Naturally Mr. Mitchell is very proud and much elated over the success of this harvest.

Very truly,

FITZHUGH LEE.

Mr. Wannamaker:

I have bought a few seed from you every second year for some time. Please give me the results at the stations of how your strain has stood the past two years.

I have always bought some from your stock that you were just putting into your main crop. I think my bushel cost me \$5.85 two years ago.

I might use enough of your choicest seed to plant four acres this time if you have them to spare. Your work with cotton has been worth much to me in **cash**.

Yours respectfully,

DR. T. H. YOUNG,

7932 Underwood Ave., Birmingham, Ala.

Farm of 1,200 acres at Vernon, Ala.

ORDER

MODEL SEED FARM

ST. MATTHEWS, S. C.

CARY PRINTING CO., COLUMBIA, S. C.

Date _____ 192 _____

AMOUNT ENCLOSED

Ship the following Seed to

NAME _____

Post Office Order \$ _____

POST OFFICE _____ STATE _____

Express Order _____

R. F. D. No. _____ Express or Freight Office _____

Check _____

Shall we ship by freight, express or parcel post? _____

Cash _____

If by freight, what road shall we ship over? _____

Total \$ _____

(If by parcel post or charges prepaid, add sufficient amount to cover)

NOTE: CASH MUST ACCOMPANY ALL ORDERS

No. of Bushels	Wannamaker's Pedigreed Cleveland Big Boll Cotton Seed	@	AMOUNT	

PLEASE FILL OUT BACK SIDE OF THIS SHEET

PLEASE FILL OUT THE BLANKS BELOW

MODEL SEED FARM,
St. Matthews, S. C.

Dear Sirs: I think the following farmers would appreciate the high grade seed you are breeding, and I would suggest your sending them circulars and literature.

NAMES

ADDRESSES

Signed _____

COMMENTS

A great many parties in this community and elsewhere (we do not refer to all) have been offering gin run and very impure seed to the public as Wannamaker's Cleveland Big Boll. We warn farmers from taking these chances. The only safe way is to buy the seed direct from us.

All seed are shipped in new strong sacks, branded and tagged so they will reach their destination quickly, safely, and without waste.

Place your orders at once as our supply is limited, and as "first come, first served" is our rule. Remember, also, that freight transportation is very slow and often subject to delay during the spring fertilizer season; and if you get your seed too late for planting, do not blame us for your own unnecessary delay.

If you have any just complaint to make about the looks before planting, or the results after planting, of our seed, kindly write us at once, stating your reasons for same, so that we may explain and come to a mutual understanding about the matter.

Above all things, weigh and consider first, before blaming our seed, perchance you fail to make a good crop

on account of adverse seasons or through any fault of your own, both of which it is very human to overlook and place the blame on the seed bought, forgetting that it is impossible for any seed without good seasons to get a fair showing.

In conclusion, we beg to say that we are in the seed business to stay, and will indefinitely improve (unless by our experiments we find something better) the above cotton, giving you the advantage of whatever useful qualities we may develop in it in the future; and that in this work our minds are not entirely set on the mere making of money, but that we may be of some service in bringing about "the wave of agricultural prosperity that is sweeping over our Southland."

Wishing a New Year of Health, Happiness and Prosperity, we beg to remain,

Yours very truly,

MODEL SEED FARM,

St. Matthews, S. C.,

W. W. Wannamaker & Sons, Proprietors.

By W. W. W., Jr., Plant Breeder.

COTTON SEED-BREEDING IS OUR SPECIALTY



Photograph showing the product of one of our 1920 increase fields on our Home Farm.

HONESTY, METHOD AND CARE IN SELECTION IS OUR POLICY